

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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## **Roseville Police Run Decoy Operation and Find No Violations**

*Law Enforcement visits 34 businesses, not one sells to the minor decoy*

### **From the Roseville Police Department --**

On Wednesday, March 8, Roseville Police Department officers and an investigator from the California Department of Alcoholic Beverage Control (ABC) conducted a minor decoy operation, in which a minor under the direct supervision of the investigators attempted to purchase alcohol from 34 alcohol-licensed establishments in the City of Roseville.

The minor decoy was not able to buy alcohol from any of the businesses he visited.

"This is our goal--to have our Roseville merchants so well informed and aware of their legal responsibilities that none of them will sell alcohol to a minor," Roseville Police Chief Joel Neves said. "I'm delighted with the results of this operation."

If any employees had sold alcohol to the minor decoy, officers would have issued citations for furnishing alcohol to minors. Those who sell to minors face a fine of \$250, and/or 24 to 32 hours of community service for a first violation. In addition, ABC will take administrative action against the business' liquor license. That action may range from a letter of warning to a fine, license suspension or the permanent revocation of the liquor license.

According to ABC, minor decoy operations have been conducted by local law enforcement throughout the state since the 1980s. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped in some cities to ten percent or even lower. The latest average statewide violation rate is 16 percent.

Roseville's ABC enforcement program is funded by a grant from the California Department of Alcoholic Beverage Control. Roseville officers and ABC investigators have conducted several decoy operations in Roseville since the grant began in October 2005; this is the first operation that came up "dry".

Chief Neves warned that Roseville Police will not "rest on their laurels." "Our officers will continue to conduct minor decoy operations. We encourage all our alcohol-licensed establishments to be vigilant. Managers should train all their employees to check IDs and to never sell alcohol to minors."